Australia Post

Connect with mail
Retain customers

Keep customers engaged, with Addressed Mail.

Boosting sales for one of Australia's favourite artisanal food retailers, started with cutting through the digital noise.

Modern inboxes are noisy and crowded, so it's no surprise that only 14% of promotional emails are read thoroughly and another 22% are deleted – unopened.[1]

The average office worker receives 121 emails per day.[2] That's a lot of emails! When you consider the average Australian household receives just 13 pieces of mail per week[1], it makes sense that Australians are 13% more likely to read every item received in the mail, over email.[3] So for marketers, there's a lot to be said for getting your message, quite literally, into the hands of consumers.

Reengaging customers

From humble country beginnings to an iconic artisanal food and liquor brand, a much-loved retailer had successfully grown a digital member database of 40,000 passionate foodies.

However, when they analysed their email statistics, they saw they had a problem. Email response rates and conversions to online orders were down to 0.01% and a third of their members had not bought from their online store in 6 months or more.

It was clear that emails alone weren't cutting it – they needed a targeted, multi-channel approach that could help them reconnect with their customers.

To drive peak sales, this online retailer needed to:

- **Re-engage customers**
- **Identify the members most likely to buy**
- **Connect at the letterbox and be taken into the home**
- **Track campaign response and conversion to sales**

Mail is:

Opened and read immediately by
81%
of Australians.[3]

Given complete attention when read,
74%
of the time.[3]

Engage those most likely to buy

First, the member data was analysed to identify those who hadn't shopped online for six months or more. Then, they used this information to distribute an addressed mail campaign targeting 10,000 of these foodies – offering 20% off a Christmas hamper. Individual promotional codes were used to track response rates and conversion to online orders.

10,000
members targeted by Addressed Mail

20%
discount offered

300x
conversion rate increase from 'Promo Post' campaign compared to 0.01% from eDMs

Within 5 weeks, 3% of the targeted member community made purchases. Compared with their email marketing conversion rate of 0.01%, that is a significant increase in sales conversion from one addressed mail campaign.

Better still, the data from individual promotional codes gave clear insights into who had purchased what, and who would be more likely to respond to similar campaigns in the future.

It makes sense to add mail to your campaign mix

Reach more people, in more places
Big audience? No worries. With 8.8 million contactable addresses*, Australia Post can get your advertising materials to suburbs and postcodes right across Australia.

Stay in touch, on a personal level
Engage with personalised messages in your periodical publications, using 'Print Post' – plus help save money for non-time critical deliveries.

Introduce and promote products with free samples
'Sample Post' is the low-cost way to let consumers try your product, in the comfort of their home – without the distraction of other products and brands.

Connect through the letterbox
Deliver catalogues, flyers and other promotional material nationwide with 'Unaddressed Mail'. Plan, target and send your campaigns with our free online tool, Campaign Targeter.

Stand out in the letterbox
'Impact Mail' can be virtually any shape and a range of materials – such as metal, wood, fabric or leather.

Upgrade to Express
Reach your audience fast, with cost-effective 'Express Post'.+

1. *Bastian Latitude Research*, Australia Post, 2019
2. http://www.lendingsciencedm.com/how-millennials-respond-direct-mail
3. *Mail's role in the digital age,* Accenture, 2020. This research was undertaken by Accenture and commissioned by Australia Post.

* As at 26/2/2018 Australia Post can provide access to 11.9 million contactable addresses.
+ Next business day delivery is only available within the Express Post next business day delivery network. The national next business day delivery network operates between capital cities (excluding Darwin; and for Perth between CBDs only) and some major centres. Note: Express eParcel is not covered in the Express Post Guarantee.

Based on a customer interview, this information was collected by Australia Post in 2012 in Australia. This case study is for general information purposes only and is not intended to be specific advice for your business needs.